



Style Guide 2006

Family Tree Market Style Guide 2006

The purpose of this guide is to help you build a powerful, unmistakable brand image for Family Tree Market and it's products. It is intended to be a resource for employees and vendors who are called upon to represent Family Tree Market in written and graphic communications, both internally and externally. Careful use of these guidelines will ensure that the Family Tree Market branding strategy is reinforced in every communication. The more the Family Tree Market brand is illustrated through the use of these tools, the more powerful it becomes.

CONTENTS

Brand Strategy3

Logo Standards4

Typeface6

Design Elements7

Samples8

Family Tree Market Mission Statement

<Please provide and I will insert into document>

Logo Standards

Here are guidelines for the proper use of Family Tree Market logos. When using Family Tree Market logos, you must adhere to these guidelines.

LOGOTYPE & MARK

The Family Tree Market logotype has a bold but playful feeling, while the tree mark emotes stability and strength. The logotype and mark are then framed in a label element to give the impression of a product. The color scheme serves to further express the company as natural.



COLOR SCHEME

Below is the acceptable color palette in PMS, CMYK & RGB values.



PMS 357 : C80/M0/Y100/K56 : R44/G89/B35



PMS 1405 : C0/M36/Y100/K63 : R104/G82/B13



PMS Cool Gray 11 : C0/M0/Y0/K70 : R82/G80/B81

ACCEPTABLE LOGO REPRESENTATIONS

Below are the only acceptable versions of the Family Treet Market logo.

- Do not rotate the logotype
- Do not elongate or condense the logotype
- Do not add other graphic elements to the logotype
- Do not use a logotype of poor quality



Typefaces

Consistent and effective use of typefaces can emphasize the brand and aid in clear communication. The branding strategy incorporates two typefaces into the design standard; Cooper Bold and Arial.

As a serif font, Cooper Bold emotes strength and weight while being playful. This font should only be used for corporate and product branding purposes as well as headlines and taglines.

Arial is a sans serif face that is clean and precise. It is also extremely readable. Arial Bold is recommended for subheads, sidebars, chart labels and captions. Arial Regular works best for body copy.

WEB FONTS

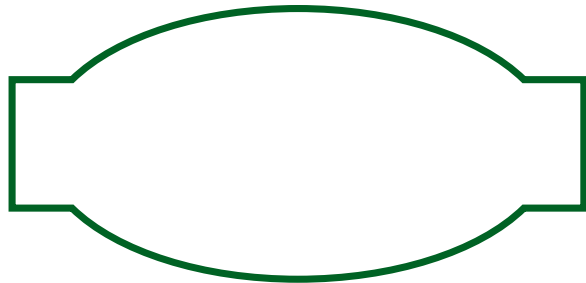
Due to numerous inconsistencies in compatibility for users across web sites and electronic media, Arial is the only acceptable font for web applications. All web links should be Arial Bold, hex#164613.

FONT COLORS

Headers should be in PMS Cool Gray 11. Body copy can be either 75%K or 100%K.

Design Elements

Below are suggested graphical elements used to reinforce the brand and provide additional anchoring. These elements can be used as watermarks, dividers or frames for additional content.



Samples

The following examples should be used as benchmark templates for all applications of documentation, presentation and advertising.

POWERPOINT TEMPLATE

Stark white field with bold headers. The page number, in the oposite corner of the logo, works to balance the page. Arial is used for all copy for maximum accessibility. Arial Bold for the header with Arial Regular for the body copy.



Presentation Title Goes Here

John Smith
Operations Manager
September 6, 2005



Slide Header Goes Here

Slide body copy goes here:

- Sample bullet 1
 - Sub-bullet 1
 - Sub-bullet 2
 - Sub-bullet 3
- Sample bullet 2
 - Sub-bullet 1
 - Sub-bullet 2
 - Sub-bullet 3



2

LETTERHEAD & BUSINESS CARD

Stark white field with logo in upper left. Horizontal dividing element is used to separate text. Maintains a very vertical design, mirroring the height of the tree. Use Cooper Black for all Main text, and Arial Regular for all copy.

